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General Trade Edition

DIG & DUNG

WITH 1948 PRICES

Sales and Service Bulletin

W BLUE LABEL DAHLIAS W
Sure to Grow. Free from Disease. True to Name

WAYLAND DAHLIA GARDENS

E. R. RYNO, Prop.

Wayland, Mich., U. S. A.

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U. S. Department of Agriculture

Attention Buyer or Advertising Manager



DIG & DUNG

There is no soil, however barren and unproductive, that cannot, by well digging and dunging, be made fertile and prolific.—Adapted from Cervantes' DON QUIXOTE, Part II, Chapter XII.

Sales and Service Bulletin

VOL. 16

WAYLAND, MICHIGAN, U. S. A., SEASON OF 1948

NO. 1

THE DAHLIA SITUATION THIS YEAR

It has been our custom to give each year our opinion as to the dahlia outlook for the current season. This year we are taking the liberty to reproduce the report made by the writer as Chairman of the Dahlia Committee of the National Mail Order Nurserymen's Association at their Convention held on June 19th and 20th in the Sherman Hotel, Chicago, Ill., as follows:

MR. PRESIDENT:

FELLOW MEMBERS:

Once again the condition of my health makes it necessary for me to call upon our good friend and co-chairman of the Dahlia Committee, Mr. Frank Kindig, to present our report on the dahlia situation and outlook for the coming season.

First, as to acreage for this season. While in the classified columns of the Florists' Review dahlias have appeared in quite plentiful supply all during the month of May and even in the first issue of June, the fact that none of the larger growers seems to have made any reductions in prices even this late in the season, leads us to believe that there is no alarming surplus in stock among any of the growers and we should, therefore, look for no material increase in acreage this year over last. One item of importance should be noted, however, and that is, that many small growers throughout the country attracted by the high prices and apparent big demand for dahlias during the last few years have built up stock of several thousand roots and quite a number of these people will undoubtedly begin marketing their stock this coming year. Most of them have bought their original stock at the high prices which have prevailed since the war started and will not, therefore, be likely to attempt marketing their crop through

the wholesale channels. Instead many of them will probably venture into the retail mail order field starting with a small circular and classified ads in such media as the Flower Grower, etc. They will not make any material change in the picture this year because not having attempted many previous sales they will not have been able to mark off their planting stock costs and will probably, therefore, make no considerable cuts in their retail prices. They will, however, take some of the retail business which may be reflected very slightly in your own retail volume. I do not think this item need concern any established retail dealer this year but it is something not to be overlooked.

Second, as to prices for this year. As we predicted last year and as pointed out in the first part of this report wholesale prices seem to be holding up to the high level which has prevailed during the past two or three years, and as supply must regulate the prices in the future if there is no great increase in acreage I do not think we need look for much of a drop in prices unless the normal demand drops off more than I think it will.

Two other points I think might be brought out with good grace this year. First, on estimating your requirements. If you place your order this fall as most of the mail order men have to do you must make an estimate of your requirements which will protect you fully and yet, you do not want to overbuy. Our experience of many years has shown that we should be able to count on a sale of 40 to 50 roots per thousand catalog pages. Our customers normally issue about twelve million catalogs with probably fifteen million pages or near pages devoted to dahlias. On the basis above stated this would require about 600,000 to 750,000 roots. Of course, where pages are in color more roots

will be sold per thousand pages than where dahlias are presented in straight black and white. These figures will, I think, be safe for you to base your estimates on and will give you good protection for your season's requirements.

The second point is establishing your price. Before the war we used to figure 34c as about the maximum permissible root cost for \$1.00 retail unit. During the last few years sales have been much easier and a root cost of 42c to 45c for \$1.00 retail unit has been found thoroughly practicable. This year I should try to hold my root cost per \$1.00 retail unit down to 40c or 60c for a \$1.50 unit, etc. This would permit as many as five 8c varieties, four 10c varieties and three 12c varieties, etc., per \$1.00 unit. With stronger presentation and better varieties the price can be boosted even if economic conditions should reach a point as low as they were in the early 30s. Customers would regard as very, very cheap a collection of three such varieties as Mrs. Geo. Le Boutilier, Kemp's White Wonder, The Commodore, California Idol, Hunt's Velvet Wonder, Marie, City of Cleveland, Blue River, etc., at \$1.00 retail. In fact, such varieties should bring at least 50c each retail even in hard times because it has been many, many years since most customers have expected or even hoped to buy really good large flowering dahlias for as little as a quarter each. In fact, more people that call personally at the dahlia gardens expect to pay from 50c to \$1.00 each for dahlias than less.

Gentlemen, I thank you for your kind attention and also wish to express my gratitude to Mr. Kindig for his courtesy in helping me out with this report.

EARL RYNO

DIG & DUNG

PUBLISHED BY

WAYLAND DAHLIA GARDENS

E. R. RYNO, PROP.

WAYLAND, MICHIGAN

SEASON OF 1948

About Credit Rating

During the time of the war we had very little concern regarding credit because almost everybody had money and almost anything would sell readily at high cash prices. During the past season, however, both economic and weather conditions have tended to change the picture particularly in the seed and nursery industry, affecting the credit situation to a considerable extent. Many large concerns report sales off as much as 30% this past spring and quite a number of our connections are reporting a noticeable slowing of collections.

This credit factor we have always considered one of the most vital factors in any line of business. If this factor breaks down calamity is certain to follow. As Stanley Morse once told us, the matter of credit is a very unusual proposition in the seed and nursery trade. If one of these men goes broke, as Stanley put it, "He is so damned badly broke that there is no salvaging anything." Most of his capital is invested in perishable stock and expensive catalogs both of which items must be cashed in on during the current season or they are practically a total loss. Largely because of this fact we have for many years based our credit ratings on Credit Performance more than on Assets. Many other large concerns in other lines are following the same plan and experience has proved to us that this plan is better and safer in nearly all cases.

When we ship stock from our warehouse the shipment is followed by an invoice on which terms are listed as net 30 days or 2% discount for cash in 10 days. Those customers who discount all bills, as is customary with most of the larger concerns, are rated as High credit performance. Those customers who take their full 30 days are rated as Good credit performance. Customers who do not pay promptly at the end of the 30 day terms limit are given until the 10th of the second month following date of invoice and if payment is made before that date they are still classed as Fair credit performance. After that date they are classed as Delinquent and rated as Poor credit performance. Such accounts are immediately placed in the hands of the Florists' Credit Association for collection and in the future no orders from them will be filled except on a cash before shipment or C. O. D. basis.

We are very glad to state that our records show only a small fraction of

1% of poor accounts and it is by such careful handling of accounts by our credit department that we have been able to supply those customers who do pay their bills at minimum prices instead of having to figure in our overhead an extra charge to cover losses from bad accounts which would thus have to be paid by the good ones.

That Wonderful Word FREE

I have often thought of the vast influence of the word free on man's mind. Used in the sense of a gift or an offering of something for nothing—as free liquor, free loot and free love—it has enabled the politician and demagogue to gain a following which made it possible for him to pursue wars of aggression and campaigns of destruction and pillage of empires. Used in the sense of social status as a free people with free religion, free speech and free enterprise it has enabled the statesman and real pioneer and builder to establish such empires as the former crowd would seek to take over.

Boxed Dahlias for Counter Trade

During the war it has been impossible for us to supply our Boxed Dahlia Collections for Counter Trade because it was almost impossible to obtain packing material and labor required for this particular item.

This past season we had hundreds of letters asking us when this item would be resumed in our list. We are still unable to give a favorable reply to these letters because, even though both materials and labor conditions have eased somewhat, the cost of these items is still prohibitive for this particular line of work. Boxes are now obtainable but only at a cost of about double what we paid for them before the war. The same fact applies to labor. We can get help now but not at prewar prices. As these two items enter very largely into the production of such goods it would be impossible for us to supply boxed dahlias at a price which would make the line a profitable one for the dealer. To make it possible for our many retail dealers to continue handling dahlias, however, we are offering our Wrapped Dahlias, the same as were used in our colored boxes, at very attractive prices and in very fine assortments. This gives the dealer the same high quality of merchandise without the added expense of colored boxes and expensive shipping cartons. Further details regarding this item may be found on page 6 of this Bulletin.

Delivery When?

We begin dividing our clumps about November 1st and as our heaviest shipping begins early in January we like to have the roots cut during the months of November and December on hand when the heavy shipping begins. Some of our southern customers would

like to have us start shipping late in November or early in December but we do not like to accept such shipping orders because it makes it necessary for us to use the divisions which are required to make prompt shipments after the first of the year. For the above reasons we ask that customers give us as much time as possible to get orders ready and unless absolutely necessary to have shipments made before the first of the year we ask that earlier shipment is not requested.

The Gift Tuber Plan

For years we have strongly advocated the plan of offering a gift tuber with two or more unit collections. We like especially well the manner in which Harold Goldstein of Kunderd's made use of this plan this year. Harold offered a tuber of Silvery Glamour free with each order for two collections. The gift tuber was the only dahlia illustrated and no price was placed on this variety following the same idea as has been used so successfully by every one of the Book-of-the-Month Clubs. And the results were far beyond even our own expectations when we recommended this list.

Get Your
Reservation
Order
In
Early

PLEASE NOTE THESE POINTS

QUALITY

Our dahlias are all grown on fertile, sandy loam and we believe the roots we produce are of the very highest quality you can possibly obtain. Our roots are not over large in size as are those grown on clay and heavier soils and they are always clean, plump and fully matured and keep perfectly until planting season without rotting or shriveling.

SERVICE

We believe the service we give our customers is as near perfect as is humanly possible. Orders are filled promptly, roots are carefully inspected before packing and we pack in light, strong containers so they will reach you in perfect condition, yet without danger of injury in transit. We are equipped to put up roots in any special type of package required and to ship direct to customers under your own label if so desired.

INTEGRITY

We have been growing dahlias for many years and supply nearly all of the seed and nursery houses of national repute in the great midwest as well as florists and many nursery and seed houses in all parts of the United States. In all this time we have never yet received a complaint from any customer as to stock being of poor quality or not true to name. We try to impress on our customers the importance of considering this point of integrity of the grower when making connections for their supply.

PRICE

Our prices are based on the actual cost of production regardless of what other growers may charge for the same variety. These prices are the same to all customers under the same conditions and will not admit of any further reduction in any case.

RESERVATIONS

We are glad to book orders for stock to be reserved or held for shipment at a later date, without deposit or obligation on your part to take the stock so reserved, assuming of course that your reservation order is placed in good faith, and that you will look to us for such part of stock reserved as you may actually require in filling your orders.

Where full reservation has not been taken by May 1st, we assume that any balance remaining uncalled for at that time will not be required and that we are at liberty to release same to other customers after that date unless definitely instructed otherwise. Where we are holding stock to be shipped direct as ordered, reservations hold good until June 1st, after which date no orders can be filled.

The fact of a reservation order having been accepted does not imply acceptance of credit.

SMALL ORDERS

While we are pleased to receive small orders from those who may wish to try out our stock, or who may need some special items on which they are short or which may not be obtainable from their regular source of supply, we cannot accept orders for one or two roots only of each of an extended list of varieties. Remember, we do not accept retail orders and refer all retail customers to the regular retail trade.

CREDITS

If total order amounts to less than \$25.00, please do not ask us to extend credit because it is impracticable for us to obtain special credit reports on customers whose orders are for less than that amount. If total order amounts to more than \$25.00, credit will be granted only when we consider same justified by report from commercial agencies.

No roots will be sold on deferred or installment payment plan and no further credit will be granted to those whose accounts are in arrears.

EXCLUSIVELY WHOLESALE

person. Occasionally, however, these reach the hands of those who are not entitled to receive them. For the benefit of our customers, therefore, we wish to state that we do not consider a printed letterhead or business card as sufficient evidence of trade classification. If you are not listed in the regular trade directories, please send us a copy of your printed price list or other evidence that you are actually engaged in the business of selling stock in the seed, nursery or floral line.

We cater exclusively to the legitimate seed and nursery trade, and do not purposely send our prices and bulletins to any other

ORDER EARLY

In spite of the fact that every element of cost that enters into our product is going up — labor, paper, boxes and packing material, fuel, taxes, etc., — it will be noted that we have advanced our prices on only a few items, while many others have been lowered considerably. We, therefore, urge our customers to get their reservation orders in early and thus greatly facilitate our handling of such orders during the shipping season.

NET GROWER'S PRICES FOR 1948

These prices apply only on orders for 10 or more roots of any variety. If less than 10 roots are ordered add 3c per root to cover additional cost of labelling and packing.

10% extra count is given in all cases — that is, 11 for 10, 110 for 100, etc., — except where roots are packed in special boxes or cartons ready for reshipment — to take care of any possible replacement claims and to help defray transportation charges. This extra count is figured on even multiples of ten only.

As packed for shipment roots weigh approximately 15 lbs. per hundred.

All our stock is absolutely dependable, field grown from roots—not plants—planted early, carefully rogued and fully matured before dug. Stored under ideal conditions, all roots are fresh and plump, carefully cut, trimmed and sorted by expert cutters—no haggling, no broken necks, no culls—every root with a good eye, full of vitality and sure to please your most exacting customers. No stunts, mosaic or diseased plants in our fields, and no junk or untried varieties in our list.

For individual wrapping and labelling add 1½c per root to prices given.

LARGE FLOWERING TYPES

(A) Art or Peony-flowered (B) Ball or Show (C) Cactus (D) Decorative

Some varieties are short crop, other varieties are being withheld to increase stock, and still others were completely sold in the field before going to press. Such varieties are described as "out for this year" and while we are including them in our list this is done merely as a matter of record and under no condition can we supply even small quantities of them until another season.

At 5c Each

MIXED—Every year at planting time our third and last sorting of planting stock is thrown into one lot and planted as Mixed. This lot represents at least a few roots of almost every variety in our list of Large Flowering Dahlias, and because of the fact that there are such limited quantities of each of the many varieties represented no effort is made to reclaim these varieties at digging time. This mixture is undoubtedly the finest and most varied assortment of dahlias ever offered and should make a most attractive Special Bargain Offer feature for your catalog. If desired, we can pack these roots in lots of 6, 8 or 10 in a special corrugated slide box, size 6 x 6 x 2½ inches, at 4c per box extra.

At 7c Each

Aurore (A) Orange salmon
Camille Franchon (A) Red, lighter tip
Cleopatra (A) Dull gold
Diana (A) Scarlet. This is the true Marean Diana
Geisha (A) Yellow and red
Jan Olieslager (A) Yellow
Mme. Von Bystein (A) Lilac
Perfect Beauty (A) Red and white
Queen Wilhelmina (A) White
Rosalia Styles (A) Rose pink
Sweetheart's Bouquet (A) Salmon rose and fawn
Bonnie Blue (B) Bluish
Dee-Lighted (B) White
Dreer's White (B) White
Floral Park Jewel (B) Red tipped white
Lucy Fawcett (B) Yellow tinged rose
Purple Ball (B) Purple
Red Chief (B) Bright red
Storm King (B) White
Stradella (B) Rose purple
Tillamook (B) Light pink
Vivian (B) White tipped purple
Bertha Horne (C) Popular bronzy yellow
Bride's Bouquet (C) White
Celia (C) Lavender pink
Emily Russell (C) American Beauty red
J. H. Jackson (C) Maroon
Kreimhilde (C) Cream and pink
Lawine (C) White faintly tinged lavender
Libelle (C) Royal purple
Melody (C) Yellow, often tipped white
Minamoto (C) Scarlet
Perle de Lyon (C) White
Rene Cayeux (C) Brilliant red
Rheinscher Frohsinn (C) Pink and carmine rose
Sunset Glow (C) Orange and yellow
Thomas Oberlin (C) Scarlet
War Dance (C) Yellow and red
Zephyr (C) Pink
Agnes Haviland (D) Rose pink and yellow
Aida (D) Maroon

Atlantic Ocean (D) Yellow
Catherine Wilcox (D) Pinkish white tipped red
Countess of Pembroke (D) Lavender
C. P. R. (D) Cream overlaid purple
Darlene (D) Shell pink
Delice (D) Pink
D. M. Moore (D) Maroon, almost black
Doazon (or Big Gus) (D) Giant orange scarlet
Dr. Tevis (D) Salmon rose
Dorothy Sager (D) Salmon and orange
E. T. Bedford (D) Purple tinged silver
Flamingo (D) Pink
Iowa (D) Maize tipped pink
Judge Alton B. Parker (D) Yellow buff
Mina Burgle (D) Popular red
Mrs. Carl Salbach (D) Lavender pink
Mrs. J. Harrison Dick (D) Yellow and pink
Purity (D) White
Queen Mary (D) Pink
Sanhican's Bluebird (D) Bluish
Spirit of St. Louis (D) Large reddish purple
Venus (D) White suffused lavender
Yellow Colosse (D) Yellow

At 8c Each

A. D. Livoni (B) Pink
Mary Helen (B) Yellow
Maude Adams (B) White flushed pink
Mrs. C. D. Anderson (B) Crimson mauve
Schampel's Ball (B) Buff tipped white
Yellow Duke (B) Yellow
Cigarette (C) White edged orange
Etenard de Lyon (C) Lavender
Gay Paree (C) Golden bronze suffused red
George Walters (C) Salmon pink and yellow. Out for this year.
Gladys Sherwood (C) White
Mrs. Edna Spencer (C) White overlaid lavender. Out for this year.
Mrs. Warnaar (C) White flushed pink
Pierrot (C) Orange tipped white
Scaramouche (C) Large Indian red

Red Cross (C) Salmon orange
 Siskiyou (C) Mauve pink
 Springfield (C) Red sport of Lonsdale
 Avalon (D) Yellow.
 Bashful Giant (or Apricot Giant) (D) Apricot and amber.
 Out for this year.
 Canary Cup (D) Deep yellow
 Charm (D) Burnt orange
 Coquette (D) Rich red and gold
 Dakota (D) Brick red
 Ellinor VanderVeer (D) Glowing rose pink
 Elizabeth Slocombe (D) Red purple
 Francis Larocco, Improved (D) Canary yellow. Excellent
 cutter.
 Harry Mayer (or Blue Moon) (D) Pale roselyn purple
 Jean Kerr (D) White.
 Le Grande Manitou (D) Lilac striped purple
 Le Toreador (D) Brilliant red
 Margaret Woodrow Wilson (D) Creamy white suffused
 pink
 Mrs. I. de Ver Warner (D) Orchid lavender
 Mrs. J. G. Cassatt (D) Dark pink
 Oregon Beauty (D) Bright red
 Penn Charter (D) Buff tinted apricot
 Pride of California (D) Red
 Pride of Stratford (D) Best large red orange
 Purple Manitou (D) Purple
 Rosa Nell (D) Deep rose pink
 Rose Glory (D) Rose lavender
 Rosemawr (D) Rose pink.
 Zion's Delight (D) Large deep red. Out for this year.

At 10c Each

Charlotte Caldwell (B) Large orange
 Angela Mia (D) White
 Barbara Redfern (D) Large gold and rose
 Charlotte Alexander (D) White tipped red
 Gertrude Brinton (D) Red
 Hillcrest Mandarin (D) Large red and yellow
 Jersey's Mammoth (D) Giant mahogany and gold
 Judge Marean (D) Orange and red. Out for this year.
 Laura Morris (D) Giant deep yellow
 Nanaquaket (D) Large pink
 October Sunshine (D) Deep Golden yellow
 Oyster Bay Beauty (D) Large oxblood red
 Robert Treat (D) American Beauty red
 Rose Fallon (D) Giant old gold
 Silver Sheen (D) Lavender
 Snowdrift (D) Large white
 Starlight (D) Large bronzy yellow
 Texas (D) Pink sport of Laura Morris
 The Commodore (D) Huge canary yellow
 White King (D) White.
 W. H. T. (D) Old rose

At 12c Each

Edna Ferber (C) Coral and gold
 Golden Standard (C) Bronzy yellow
 Jersey's Dainty (C) White suffused pink
 Jersey's Melody (C) Pink
 Miss Ionia (C) Pink
 Roycroft (C) Russet buff
 Star of Bethlehem (C) White
 Blue River (D) Huge bluish
 Champoege (D) Cream tipped salmon pink
 City of Cleveland (D) Large orange suffused red
 Clara Carder (D) Large cyclamen pink
 Elleanor Radell (D) Rose pink
 Forest Fire (D) Yellow and red
 Hunt's Velvet Wonder (D) Large purple
 Jane Cowl (D) Bronzy buff and salmon.
 Jersey's Beacon (D) Scarlet and buff.
 Jersey's Beauty (D) Pink. Out for this year.
 Josephine G. (D) Pink
 Kathleen Norris (D) Pink. Out for this year.
 Kemp's White Wonder (D) Large white.
 Kentucky (D) Salmon sport of Jersey's Beauty. Out for
 this year.
 Marshall's Pink (Marie) (D) Light pink
 Monmouth Champion (D) Flame red
 Monmouth Queen (D) Light yellow

Mrs. Geo. Le Boutillier (D) Huge red
 Omar Khayyam (D) Large red and orange
 Oriental Glory (D) Cadmium orange
 Pan (D) Vivid scarlet
 Pres. Franklin D. Roosevelt (D) Bright red with lighter
 reverse
 Pride of Austinburg (D) Large grenadine pink suffused
 yellow
 Pride of Springhill (D) Beautiful rose red. Good cutter
 Prince of Persia (D) Red
 Purple Fluffy Ruffles (D) Purple
 Sagamore (D) Apricot buff
 Sanhican's Princess (D) Salmon pink
 Wm. H. Hogan (D) Large red and white bi-color
 Zadig (D) Golden buff

At 15c Each

Jean Trimbee (C) Petunia violet.
 Miss Belgium (C) Coral
 Arcturus (D) Scarlet and gold
 Autumn Sunset (D) Large yellow tinted red
 Betty Zane (D) Large pink
 California Idol (D) Large light yellow
 Cavalcade (D) Mulberry pink
 Daughter of Venus (D) Lavender
 Delwood's Glorious (D) Deep pink
 Girl of Hillcrest (D) Golden buff
 Groll's Genesee (D) Best large orange
 Hillcrest Sunset (D) Autumn shade
 Jersey's Sovereign (D) Salmon orange
 Jimmy Foxx (D) Henna
 Kilgore's King (D) Large yellow shaded pink
 King Alfred (D) Red with light reverse
 Louise Bates (D) Lavender pink
 Miss Oakland (D) White
 Purple Wonder (D) Purple
 Robert Scott (D) Autumn shade
 Sharazad (D) Pink.
 Sultan of Hillcrest (D) Yellow and rose
 Thomas A. Edison (D) Royal purple
 Towers Empire (D) Rich golden yellow
 Twilight (D) Pinkish lavender
 Violet Judge Marean (D) Lavender
 Wenoka (D) Rosy mauve

At 20c Each

Satan (C) Large red
 Son of Satan (C) Huge red. Out for this year.
 Detroit (D) Rich red
 Dwight W. Morrow (D) Dark red
 Jersey's White Beauty (D) White
 Kilgore's Purple (D) Purple
 Michigan White (D) White. Out for this year.
 Miss Long Island (D) Large pink
 New Glory (D) Maroon tipped white
 Orinda (D) Large lavender
 Pacific Splendor (D) White suffused lavender
 Red Sunset (D) Bright red
 The Fireman (D) Red and gold
 White Abundance (D) White
 Wm. G. Wyllie (D) Large yellow, buff and pink
 Zant's White (D) Large white

At 25c Each

Amelia Earhart (C) Autumn shade
 Miriam Hopkins (C) Large bronzy yellow
 Alice May (D) White
 Burch Foraker (D) Mammoth flame red
 Carl G. Dahl (D) Large apricot and buff
 Col. Lewis (D) Large deep pink
 Commando (D) Large lavender
 Daddy Kemp (D) Large reddish purple.
 D'Arcy Sainsbury (D) White
 Dream Beauty (D) Cerise striped white. Out for this year.
 Everybody's Favorite (D) Large lavender pink
 George A. Relyea (D) Orange tipped white
 Glamour (D) Large purple
 Incandescent (D) Bronzy yellow and pink.
 Kemp's Great Eastern (D) Huge orange gold. Out for
 this year.

Kemp's Monarch (D) Reddish orange
 Kemp's Glamorous (D) Large yellow and pink
 Link's Gorgeous (D) Yellow overlaid pink
 Lois Walcher (D) Purple tipped white
 Lord of Autumn (D) Large deep yellow. Out for this year.
 Margrace (D) Huge red and yellow
 Monarch of the East (D) Huge golden buff.
 Premier's Winsome (D) Soft pink
 Oakleigh Monarch (D) Large cerise red
 Robert Ripley (D) Large lavender purple. Out for this year.
 Sheldon's Louise (D) Large reddish purple. Out for this year.
 Silver Lady (D) White suffused lavender
 Victory (D) Large salmon pink
 Zant's Pink (D) Dark pink

POMPONS

Our stock of Pompons last year was sold so short that our planting of this type was very limited this year; and owing to the fact that it is almost impossible to obtain absolutely clean stock from any source, we are listing only such varieties this year as appear to be in sufficient supply to make it worthwhile to offer them. No reservation orders can be accepted on this type, and orders will be accepted and filled in rotation as received only so long as stock lasts. When our own stock is exhausted no further orders can be taken.

At 6c Each

Amber Queen (P) Apricot and amber
 Bobby (P) Plum
 Cardinal (P) Bright red
 Catherine (P) Deep yellow
 Challenge (P) Variegated red and white
 Coral Beauty (P) Coral pink
 Dee Dee (P) Lavender
 Dr. Hirschbrun (P) Pink
 Dr. Jim (P) Purple shaded white
 Edith Mueller (P) Gold edged orange
 Fashion (P) Bronze
 Gertrude (P) Crimson
 Golden Queen (P) Deep yellow
 Hazel (P) Buff
 Johnny Peppin (P) Dark crimson
 Mary Munns (P) Lavender
 Phyllis (P) Purple
 Sunbeam (P) Red with yellow base

Vivid (P) Red

At 8c Each

Achilles (P) Flesh tipped lavender
 Belle of Springfield (P) Small red
 Darkest of All (P) Maroon
 Ellen (P) Yellow and red
 Fascination (P) Pink
 Johnny (P) Red
 Rosalie (P) White suffused pansy purple
 Rosa Wilmouth (P) Rosy pink
 Lemon Drop (P) Yellow

At 10c Each

Betty Ann (P) Small pink
 Brenner's Red (P) Bright red
 Brightest of All (P) Red
 Darksome (P) Dark red
 Joe Fette (P) White
 Morning Mist (P) White suffused lavender
 Nerissa (P) Pink
 Pink Pearl (P) Light pink
 Snowclad (P) White
 Spy (P) Bright red
 Yellow Gem (P) Light yellow

MINIATURES

As yet we are not very large growers of this type and most of the varieties we list can be supplied in limited quantities only.

At 6c Each

Fairy (M) Tiny Jersey's Beauty pink
 Grace O'Neil (M) Pink and white
 Orchid Lady (M) Orchid lavender

At 10c Each

Bishop of Llandaff (M) Red, Dark foliage
 Blue Eyes (M) Bluish
 Buckeye Baby (M) Golden buff
 Corinna (M) Deep yellow
 Diana Jean (M) Light yellow
 Easter Greeting (M) Fine white cactus
 Gretel (M) Flame red
 Little Jewel (M) Pink
 Princess Alba (M) White
 Sylvia (M) Cherry red. Fine cutter

Wrapped Dahlias

FOR COUNTER TRADE

1948 ASSORTMENT

100 Roots, not less than ten good varieties, which should sell for 25c, 35c and 50c each, every root wrapped and labelled (Order 1948 Assortment) - \$10.00

All stock in this assortment is strictly high class and in order to enable you to guarantee same to your customers, we give 10% extra count to take care of any replacement claims. A liberal supply of cultural leaflets and such advertising matter as may be available will be included with each assortment.

Wayland Dahlia Gardens,

Wayland, Michigan

Care and Handling of Dahlia Roots

This is a question about which nearly all dahlia growers seem to have little to say; yet it is just as important as any element that enters into the production of good dahlia roots. After roots are harvested in the fall they are placed in storage where they remain for weeks or perhaps months. If the storage conditions are right the roots are apparently in just as good condition at time of shipment as they were at harvest time. The roots are plump and firm, eyes are dormant, necks are sound and there is no sign of deterioration in any way.

During the period of storage the roots have been kept cool, damp, dark and away from moving air currents. Considering these facts, it almost seems that the roots could be stored indefinitely without loss, yet in actual experience the deterioration that takes place after the roots leave this storage leads us to believe that in some way the conditions prevailing during storage have been radically changed during the period between shipment and actual planting. In some cases the roots remain in tight warm shipping packages for weeks either through slow freight transit or after being received, causing them to mold and rot. In other cases the roots are stored in too warm a room or where light or moving air can reach them resulting in drying out and shriveling. In other cases the roots are exposed to cold air resulting in chilling, and often planting is done in wet soggy ground resulting in rot of both root and sprout. These conditions are absolutely beyond our control yet we feel that it is to our interest to have the root reach the ground in the best possible condition.

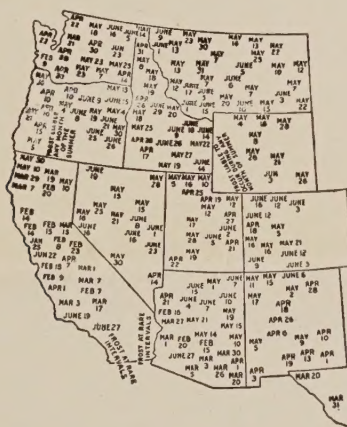
In the first place nearly every locality has its normal planting time. If the dealer's supply of roots are ordered shipped very much before the normal planting time it is to his interest to have storage facilities which will duplicate, so far as possible, those under which the roots have been held since harvest time. I know there are always a few customers who will buy their garden bulbs several weeks before time to plant but these few people nearly always take their stuff home, let it kick around in the warm rooms for two or three weeks, then the first warm day that comes they put it into the ground. Usually

the results are unsatisfactory and both the dealer and grower are blamed. It seems that it would be much better for the dealer to impress these facts upon the customer before he buys than to have to make excuses and replacements later.

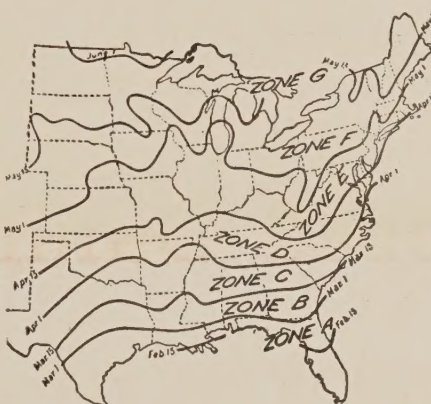
Then in other cases we know of dealers who ordered their supply of boxed dahlias early and placed the entire shipment in their windows where we have seen the light so bright that the labels were actually faded out before the goods were all sold. Under such conditions there is bound to be a deterioration of the stock just as there would be if you placed rose bushes on the open counter exposed to air and light and heat for days or weeks before they passed into the customer's hands.

Our best advice to all customers, especially those who sell dahlias over the counter, is to display only a small part of the stock, keeping the rest of it under proper storage conditions; and to put your heaviest selling effort back of the item right at planting time. We have hundreds of retail stores handling our dahlias and invariably the best results are obtained, and the greatest profits made, by those who push the sale of their dahlias during one or two weeks at the right planting time instead of catering to the few customers who always buy way ahead or way behind in the season. The stock is ordered or is brought in from storage just before wanted, is in perfect condition when it reaches the counter and also when it reaches the customer. This means that it is ready to start action just the minute it is placed in the ground and under such conditions is bound to be satisfactory.

Our record of direct shipments for some of our largest customers, made under a guarantee providing replacements of all roots that fail to sprout show less than 1% failures. Here we used our judgment and shipped the goods at proper planting time and we have every reason to believe that they reached the ground within very few days or a couple of weeks at most after they left our cellars. There is absolutely no reason why these same results cannot be obtained when goods are shipped direct from your own place or sold over the counter.



Map showing dates of last killing frost. Eastern part of U. S. is divided into zones. Western part varies according to elevation as indicated. Dahlias should not be planted more than 3 weeks before dates shown.



Get Your Reservation Order In Now

Stock to be Shipped When Needed

Wayland Dahlia Gardens

Largest Dahlia Growers In The World

E. R. Ryno, Prop.

WAYLAND

MICHIGAN



No Boxed Dahlias

For Counter Trade

Will be available this year-----

Order Wrapped Dahlias for Counter Trade (See page 6).

WAYLAND DAHLIA GARDENS

Wayland : : Michigan

Terms and Conditions

Not less than 10 roots of any variety will be supplied at the prices quoted in this list, and no wholesale orders will be accepted from parties not actually engaged in the florist or seed and nursery trade.

Boxed Dahlia Collections are packed in cases of 12 boxes and no broken cases can be supplied.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of order where unexpected or unavoidable shortage of any variety occurs.

We do not substitute unless specifically instructed to do so.

With our Boxed Dahlias we reserve the right to substitute equal or better varieties in same type and color, in any collection, in case an unexpected shortage of any variety occurs. Where such substitution is made label will be altered accordingly so it will at all times show exact contents.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack roots safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

Always state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

No extra charge made for packing and delivery to carrier, except where roots are put up in special packages for resale.

Claims for rejections, errors or omissions must be made within ten days after arrival of goods.

GUARANTEE — While we exercise the greatest care to have all stock true to label, and hold ourselves prepared to replace, on proper proof, all that may prove untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

TERMS — Unknown persons should send either cash in full or 25% with order, balance C. O. D. Parties whose credit is approved may order roots shipped any time after December 1st and invoice for same will be made payable the 10th of the second month following date of shipment. No goods can be shipped on open account where amount of order is less than \$25.

REFERENCE — As to our responsibility, we refer to the Commercial Agencies or the Wayland State Bank, Wayland, Michigan.

Wayland Dahlia Gardens, Wayland, Michigan